



**Los Angeles County Municipal Storm Water Permit (Order 01-182)
2010-2011 Individual Annual Report Form – City of Palos Verdes Estates
Attachment U-4**

Public Information and Participation

The City implemented, and continues to implement an aggressive educational and outreach program. Below is a summary of the City of Palos Verdes Estates' ongoing educational/outreach efforts in FY 2010-2011:

- The City participated in a joint effort with other Palos Verdes Peninsula cities to run two colored ¼ page advertisement in the local newspaper. The ads featured a Don't Trash California message and message highlighting the importance of properly managing used oil.
- The City maintains an Environmental Web-page within the City's Website, featuring storm water and pollution prevention information.
- The City contributed funding to the County-wide storm water pollution prevention campaign ad.
- The City places advertisements for its Used Oil Certified Recycling Center in the local newspaper annually.
- The City regularly distributes flyers for Household Hazardous Waste, E-waste, and for all nearby roundup events via public counter, hardware store, and used oil recycling center.
- City staff was provided with detailed training on new Permit requirements as well as refresher training on existing requirements. The training incorporates a hands-on review of the proposed project.
- The City participated in all of the County's sponsored quarterly LA County Public Outreach Strategy meetings. The meetings provide cities information on the County's outreach efforts.
- The City assisted the local high school in its recycling program. The City will provide assistance, as appropriate.